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AMENDMENTS TO THE CLAIMS

Claim 1 (Previously presented): A method for arranging search results comprising:
capturing sales information associated with a document, wherein the document was
returned in a search result set formed in response to a search term;
determining relative responsiveness, compared with other members of the search result
set, of the document to the search term based on the sales information and on a position of the
document in an ordering of the search result set;
generating a score for association with the document reflecting the relative
responsiveness of the document to the search term; and
using the score to affect a response to a subsequent search.

Claim 2 (Cancelled)

Claim 3 (Previously presented): The method of claim 1, wherein the subsequent search uses
the search term, and the response includes a search result set, the ordering thereof affected by use of
the score

Claim 4 (cancelled)

Claim 5 (Previously presented): The method of claim 1, further comprising adjusting the score
to account for a specific knowledge of the document.

Claim 6 (Previously presented): The method of claim 1, further comprising adjusting the score
to account for a specific knowledge of the search term.

Claim 7 (Previously presented): The method of claim 1, further comprising applying the
score in conjunction with a text relevancy score, a paid inclusion score, or a paid sponsorship score.

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Claim 8 (Currently amended): The method of claim 1, wherein said document [[is]] includes a product page.

Claim 9 (original): The method of claim 1, wherein said document is a catalog page.

Claim 10 (original): The method of claim 9, wherein said catalog page represents a display page for a product that displays a plurality of merchants who are offering said product.

Claim 11 (original): The method of claim 10, wherein said catalog page also displays pricing information for said product by said plurality of merchants.

Claim 12 (Previously presented): The method of claim 1, wherein the relative responsiveness of the document to the search term accounts for at least one sales type.

Claim 13 (original): The method of claim 12, wherein said at least one sales type comprises a preferred merchant sales type that represents sales made with a preferred merchant.

Claim 14 (original): The method of claim 12, wherein said at least one sales type comprises a non-preferred merchant sales type that represents sales made with a non-preferred merchant.

Claim 15 (original): The method of claim 12, wherein said at least one sales type comprises a related search preferred merchant sales type that represents sales made with a preferred merchant from a related search.

Claim 16 (original): The method of claim 12, wherein said at least one sales type comprises a catalog sales type that represents sales made with a catalog page.

Claim 17 (original): The method of claim 16, wherein said catalog page represents a display page for a product that displays a plurality of merchants who are offering said product.

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Claim 18 (original): The method of claim 12, wherein said at least one sales type comprises a related search catalog sales type that represents sales made with a catalog page from a related search.

Claim 19 (original): The method of claim 12, wherein said at least one sales type comprises a mapped catalog sales type that represents sales of a product that is associated with a catalog page.

Claim 20 (original): The method of claim 12, wherein said at least one sales type comprises a related search mapped catalog sales type that represents sales of a product that is associated with a catalog page from a related search.

Claim 21 (Previously presented): The method of claim 7, further comprising applying a usage function to said score.

Claim 22 (Previously presented): The method of claim 12, further comprising computing a configuration parameter for each of said at least one sales type, wherein said score is generated in accordance with said configuration parameter and said at least one sales type.

Claim 23 (original): The method of claim 22, wherein said score is generated in accordance with:

$$\text{HotScore}_{k,p} = \sum (\alpha_{k,t,T(i)} C_{k,p,t})$$

where $C_{k,p,t}$ is a number of said at least one sales type t's occurrence for said search term k on said document p, and $\alpha_{k,t,T(i)}$ is said configuration parameter.

Claim 24-46 (Cancelled)

Claim 47 (Currently amended): A computer readable medium encoded with computer readable program code, the program code comprising:

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An apparatus for scoring search results comprising:

instructions logic-operable to obtain sales information associated with a document, wherein the document was returned in a search result set formed in response to a search term;

instructions logic-operable to determine relative responsiveness, compared with other members of the search result set, of the document to the search term based on the sales information and on a position of the document in an ordering of the search result set; and

instructions logic-operable to generate a score for association with the document reflecting the relative responsiveness of the document to the search term.

Claim 48 (Currently amended): The computer readable medium-apparatus of claim 47, wherein said score is applied to affect an ordering of the search result set in response to at least one subsequent search using the search term.

Claim 49 (Currently amended): The computer readable medium-apparatus of claim 47, further comprising: instructions[[logic]] for adjusting said score to account for passage of time.

Claim 50 (Currently amended): The computer readable medium-apparatus of claim 47, further comprising: instructions[[logic]] for adjusting said score to account for positioning of said document within a listing order of said search result set.

Claim 51 (Currently amended): The computer readable medium-apparatus of claim 47, further comprising: instructions[[logic]] for adjusting said score to account for a specific knowledge of said document.

Claim 52 (Currently amended): The computer readable medium-apparatus of claim 47, further comprising: instructions[[logic]] for adjusting said score to account for a specific knowledge of said search term.

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Claim 53 (Currently amended): The computer readable medium-apparatus of claim 47, further comprising: instructions[[logic]] for applying said score in conjunction with a text relevancy score, a paid inclusion score, or a paid sponsorship score.

Claim 54 (Currently amended): The computer readable medium-apparatus of claim 47, further comprising: instructions[[logic]] for applying a usage function to said score.

Claim 55 (withdrawn): A method for generating a score for a document, wherein said document is listed within a search result set in response to a search term, said method comprising the steps of: a) gathering click information associated with said document; and b) generating a score for said document, wherein said score is generated in accordance with said click information.

Claim 56 (withdrawn): The method of claim 55, wherein said score is applied to effect placement of said document within a listing order of said search result set.

Claim 57 (withdrawn): The method of claim 55, further comprising the step of: c) adjusting said score to account for passage of time.

Claim 58 (withdrawn): The method of claim 55, further comprising the step of: c) adjusting said score to account for positioning of said document within a listing order of said search result set.

Claim 59 (withdrawn): The method of claim 55, further comprising the step of: c) adjusting said score to account for a specific knowledge of said document.

Claim 60 (withdrawn): The method of claim 55, further comprising the step of: c) adjusting said score to account for a specific knowledge of said search term.

Claim 61 (withdrawn): The method of claim 55, further comprising the step of: c) applying

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said score in conjunction with a text relevancy score, a paid inclusion score, or a paid sponsorship score.

Claim 62 (withdrawn): The method of claim 55, wherein said document is a product.

Claim 63 (withdrawn): The method of claim 55, wherein said document is a catalog page.

Claim 64 (withdrawn): The method of claim 63, wherein said catalog page represents a display page for a product that displays a plurality of merchants who are offering said product.

Claim 65 (withdrawn): The method of claim 64, wherein said catalog page also displays pricing information for said product by said plurality of merchants.

Claim 66 (withdrawn): The method of claim 55, wherein said generating step b) generates a score for said document in accordance with at least one click type.

Claim 67 (withdrawn): The method of claim 66, wherein said at least one click type comprises a preferred merchant click type that represents clicks made with a preferred merchant.

Claim 68 (withdrawn): The method of claim 66, wherein said at least one click type comprises a mapped catalog click type that represents clicks of a product that is associated with a catalog page.

Claim 69 (withdrawn): The method of claim 61, further comprising the step of: d) applying a usage function to said score.

Claim 70 (withdrawn): The method of claim 66, further comprising the step of: c) computing a configuration parameter for each of said at least one click type, wherein said score is generated in accordance with said configuration parameter and said at least one click type.

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Claim 71 (withdrawn): The method of claim 70, wherein said score is generated in accordance with:

$$\text{Hotscore}_{k,p} = \sum (\alpha_{k,t,T(t)} C_{k,p,t})$$

where $C_{k,p,t}$ is a number of said at least one click type t 's occurrence for said search term k on said document p , and $\alpha_{k,t,T(t)}$ is said configuration parameter.

Claim 72 (withdrawn): A computer-readable medium having stored thereon a plurality of instructions, the plurality of instructions including instructions which, when executed by a processor, cause the processor to perform the steps comprising of: a) gathering click information associated with said document; and b) generating a score for said document, wherein said score is generated in accordance with said click information.

Claim 73 (withdrawn): The computer-readable medium of claim 72, wherein said score is applied to effect placement of said document within a listing order of said search result set.

Claim 74 (withdrawn): The computer-readable medium of claim 72, further comprising the step of: c) adjusting said score to account for passage of time.

Claim 75 (withdrawn): The computer-readable medium of claim 72, further comprising the step of: c) adjusting said score to account for positioning of said document within a listing order of said search result set.

Claim 76 (withdrawn): The computer-readable medium claim 72, further comprising the step of: c) adjusting said score to account for a specific knowledge of said document.

Claim 77 (withdrawn): The computer-readable medium claim 72, further comprising the step of: c) adjusting said score to account for a specific knowledge of said search term.

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Claim 78 (withdrawn): The computer-readable medium of claim 72, further comprising the step of: c) applying said score in conjunction with a text relevancy score, a paid inclusion score, or a paid sponsorship score.

Claim 79 (withdrawn): The computer-readable medium of claim 72, wherein said document is a product.

Claim 80 (withdrawn): The computer-readable medium of claim 72, wherein said document is a catalog page.

Claim 81 (withdrawn): The computer-readable medium of claim 80, wherein said catalog page represents a display page for a product that displays a plurality of merchants who are offering said product..

Claim 82 (withdrawn): The computer-readable medium of claim 81, wherein said catalog page also displays pricing information for said product by said plurality of merchants.

Claim 83 (withdrawn): The computer-readable medium of claim 72, wherein said generating step b) generates a score for said document in accordance with at least one click type.

Claim 84 (withdrawn): The computer-readable medium of claim 83, wherein said at least one click type comprises a preferred merchant click type that represents clicks made with a preferred merchant.

Claim 85 (withdrawn): The computer-readable medium of claim 83, wherein said at least one click type comprises a mapped catalog click type that represents clicks of a product that is associated with a catalog page.

Claim 86 (withdrawn): The computer-readable medium of claim 78, further comprising the

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step of: d) applying a usage function to said score.

Claim 87 (withdrawn): The computer-readable medium of claim 83, further comprising the step of: c) computing a configuration parameter for each of said at least one click type, wherein said score is generated in accordance with said configuration parameter and said at least one click type.

Claim 88 (withdrawn): The computer-readable medium of claim 87, wherein said score is generated in accordance with:

$$\text{Hotscore}_{k,p} = \sum (\alpha_{k,t,T(t)} C_{k,p,t})$$

where $C_{k,p,t}$ is a number of said at least one click type t's occurrence for said search term k on said document p, and $\alpha_{k,t,T(t)}$ is said configuration parameter.

Claim 89 (withdrawn): An apparatus for generating a score for a document, wherein said document is listed within a search result set in response to a search term, said apparatus comprising: means for gathering click information associated with said document; and means for generating a score for said document, wherein said score is generated in accordance with said click information.

Claim 90 (withdrawn): The apparatus of claim 89, wherein said score is applied to effect placement of said document within a listing order of said search result set.

Claim 91 (withdrawn): The apparatus of claim 89, further comprising: means for adjusting said score to account for passage of time.

Claim 92 (withdrawn): The apparatus of claim 89, further comprising: means for adjusting said score to account for positioning of said document within a listing order of said search result set.

Claim 93 (withdrawn): The apparatus of claim 89, further comprising: means for adjusting said score to account for a specific knowledge of said document.

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Claim 94 (withdrawn): The apparatus claim 89, further comprising: means for adjusting said score to account for a specific knowledge of said search term.

Claim 95 (withdrawn): The apparatus of claim 89, further comprising: means for applying said score in conjunction with a text relevancy score, a paid inclusion score, or a paid sponsorship score.

Claim 96 (withdrawn): The apparatus of claim 89, further comprising: means for applying a usage function to said score.

Claim 97 (Previously presented): The method of claim 1, wherein generating includes selecting a configuration for generating the score.

Claim 98 (withdrawn): The method of claim 55, wherein a configuration for generating said score is selectable.

Claim 99 (Previously presented): The method of claim 1, wherein the sales information comprises at least one merchant/product identification pair associated with the search term, each of the at least one merchant/product identification pertaining to a product purchased subsequent to return of the search result set.

Claim 100 (Previously presented): The method of claim 99, further comprising categorizing the at least one merchant/product identification pair into at least one type; and eliminating at least one merchant/product identification pair deemed to be low confidence.

Claim 101 (Previously presented): The method of claim 1, wherein generating a score comprises selecting a formula emphasizing a scoring strategy

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from a plurality of formulas, each of the plurality emphasizing a different scoring strategy.

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